

Message Text

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44

ACTION EUR-12

INFO OCT-01 ISO-00 CU-02 PA-01 PRS-01 CIAE-00 INR-07

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FM AMEMBASSY MOSCOW

TO USIA WASHDC PRIORITY

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E.O. 11652: N/A

TAGS: SOPN PFOR UR US

SUBJECT: JOINT PUBLISHING VENTURE

USIA FOR ICS AND IEE

REF: MOSCOW 18877, STATE A-9207, DEC. 16

1. POST SUGGESTS WRITER ROD MCKUEN BE ASKED IF HE IS INTERESTED IN HAVING PROSPECTIVE BOOK, "MY COUNTRY: 200," WHICH HE RECENTLY TOLD REUTERS WILL SHOW "POSITIVE SIDE OF AMERICA," PUBLISHED IN SOVIET UNION BY MOLODAYA GWARDIYA.

2. POST POUCHING REUTERS DEC. 25 STORY WHICH DESCRIBES MCKUEN'S ODD-JOB SAFARI FOR BICENTENNIAL-TIMED MATERIAL. WHILE WELL AWARE OF MIXED EVALUATION IN U.S. OF MCKUEN, POST FEELS DOWN-TO-EARTH BOOK OF TYPE INDICATED IN STORY COULD PROVIDE SUBSTANTIVE SYMPATHETIC COUNTERPOINT TO CONTINUING DRUMBEAT OF SOVIET PRESS ON SHORT-COMINGS OF U.S. SOCIETY AND REITERATES CONVICTION THAT PROJECT CARRIES

TOP PRIORITY WHILE UNDERLINING URGENCY OF TIMING.

3. POST FURTHER SUGGESTS AGENCY CONSIDER CONTACTING MAJOR U.S. PUBLISHING HOUSES BRIEFLY EXPLAINING MOLODAYA GWARDIYA PROJECT AND ASKING IF THEY HAVE SUITABLE UPCOMING BOOK, AND ARE INTERESTED. EDITOR ZAKHARCHENKO TWIN-AUTHOR PROJECT COULD
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BE MENTIONED AS WELL. POST NOTES THAT MCGRAW-HILL AND

MACMILLAN RECENTLY SIGNED COOPERATIVE AGREEMENTS WITH VAAP.
STOESSEL

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Message Attributes

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Margaret P. Grafeld
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